



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Work Session Agenda - Final City Council

Tuesday, June 4, 2019

3:00 PM

City Council Chambers

630 E. Hopkins - Work Session

I. Call To Order

II. Roll Call

PRESENTATIONS

1. Receive a Staff presentation and hold discussion regarding City Event Sponsorship and Donations Policy, and provide direction to Staff.

EXECUTIVE SESSION

2. Executive Session in accordance with the following Government Code Sections:
 - A. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberate regarding Martindale ETJ matters and Project Big Hat
 - B. Section § 551.087 - Economic Development: to receive a staff briefing and deliberate regarding Project Big Hat

VII. Adjournment.

POSTED ON WEDNESDAY, MAY 29, 2019 @ 5:00PM

JAMIE LEE CASE, CITY CLERK

Notice of Assistance at the Public Meetings

The City of San Marcos does not discriminate on the basis of disability in the admission or access to its services, programs, or activities. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov



Legislation Text

File #: ID#19-279, **Version:** 1

AGENDA CAPTION:

Receive a Staff presentation and hold discussion regarding City Event Sponsorship and Donations Policy, and provide direction to Staff.

Meeting date: June 4, 2019

Department: Finance

Amount & Source of Funding

Funds Required: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Funds Available: Click or tap here to enter text.

Account Name: Click or tap here to enter text.

Fiscal Note:

Prior Council Action: On December 12, 2018 City Council was presented a staff presentation with a proposed City Event program and strategic direction for forming a policy. Council supported the proposal with direction to staff to move forward in development of a policy to define the City's guidelines regarding Events and Donations.

City Council Strategic Initiative: [Please select from the dropdown menu below]

Choose an item.

Choose an item.

Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

☐ Economic Development - Choose an item.

☐ Environment & Resource Protection - Choose an item.

☐ Land Use - Choose an item.

☐ Neighborhoods & Housing - Choose an item.

☐ Parks, Public Spaces & Facilities - Choose an item.

☐ Transportation - Choose an item.

☐ Not Applicable

Master Plan: *[Please select the corresponding Master Plan from the dropdown menu below (if applicable)]*

Choose an item.

Background Information:

The City receives numerous requests for monetary and in-kind support from outside organizations and corporate entities in our community. A policy is needed to clearly define what type of events the City will support and the process required for all event organizers and City staff to follow.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

It is staff recommendation to adopt a City Event Policy that will define Special Events vs Community Events, guidelines required for each type of event, the application and scoring criteria for Community Events for grants and in-kind support.



City Support of Public Events Policy Worksession June 4, 2019

City of San Marcos | Finance

the ask...

Staff is seeking direction
from Council to move
forward with the policy
adoption for the *City
Support of Public Events*



Event Worksession



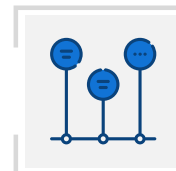
Introduction



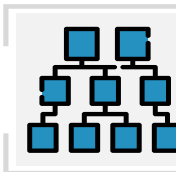
Define Event terms



General Guidelines

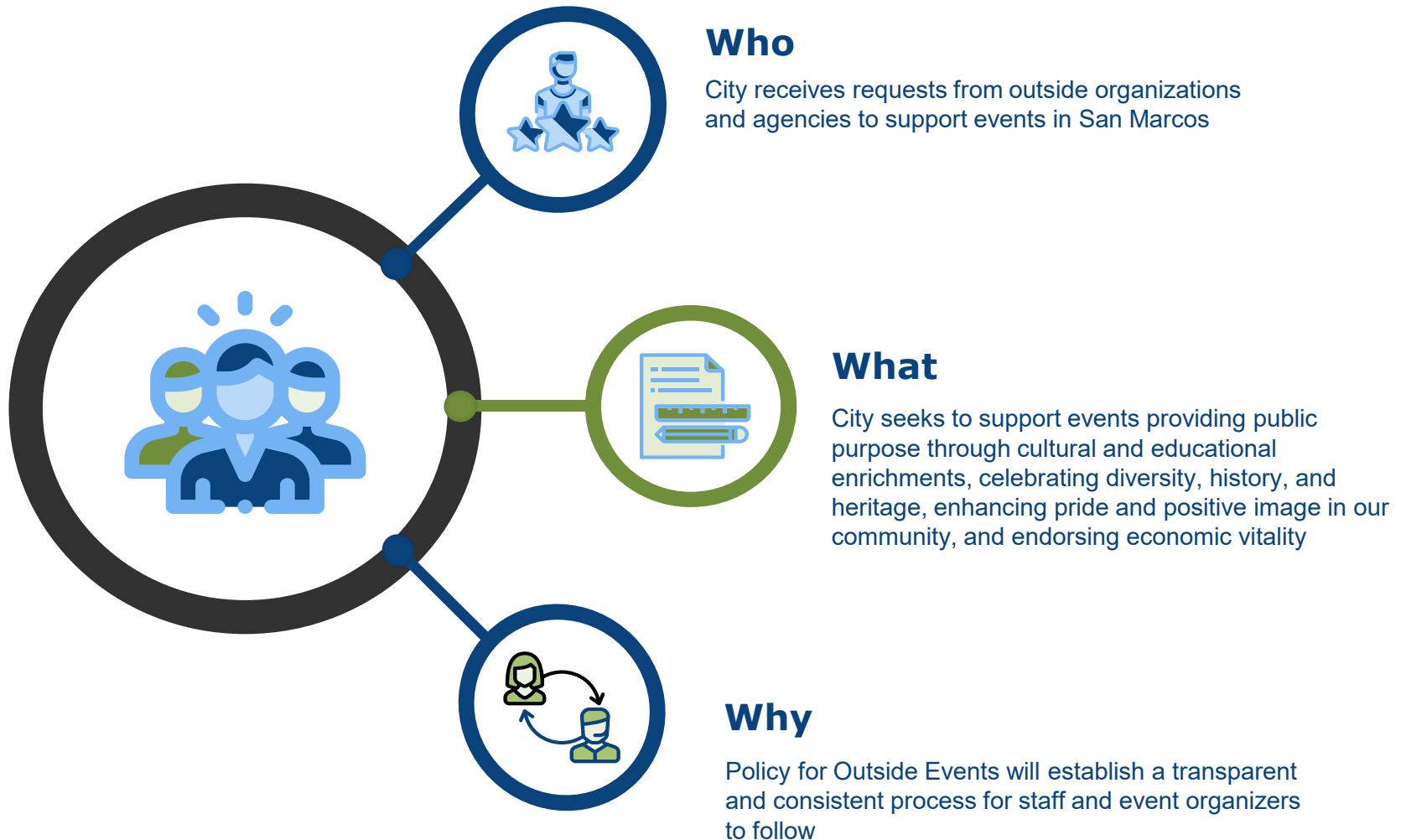


**Application Process and
Evaluation Criteria**



**Time Line and
Next Steps**

City receives requests to support various events in our community



In-kind Donation

City's staff hours, services, or resources in return for certain benefits. Does not include monetary funding.



Grant

Monetary contribution from the City to support Events with significant community benefit. Financial support is limited to the funds approved in the City's annual budget.

Sponsorship vs Partnership

Sponsorship

Consists solely of financial support (Grants) limited to funds approved in the City's annual budget. Applies to Events that are created, planned, and implemented by non-City agencies.



Partnership

May consist of City staff hours, resources, services, and/or financial support (Grants) limited to the funds approved in the City's annual budget. Event organizers must reimburse the City of San Marcos for 100% of costs in excess of the support level authorized.

Special Event








A unique, one-time, or first-time event within the City that will significantly impact the surrounding community, requires additional planning, open to all members of the public, may have the potential to draw large crowds, increased demand on public safety, or could include for-profit corp ownership.



Community Event

A recurring or first-time event within the City that provides significant benefit to the community, and is open to all members of the public.

Event Classifications

Event Name	Host	City Hosted	Special Event	Community Event
Go Wheels Up	Cory Morrow			
Sights n' Sounds	Sights n Sounds			
Veterans Day Parade	COSM			
Movies in Your Park	COSM			
Sacred Springs Powwow	Indigenous Cultures Institute			
Lost River Film Festival	San Marcos Cinema Club			
Mermaid Festival	Mermaid Society			

Highlights of Requirements



Special Events

Submit proposal to City Manager

Proposals due 180 days prior to event

Considered on case-by-case basis

Requires Special Event agreement



Community Events

Support on a short-term basis is only available to non-profits up to 30% of the event costs

Grants & Donations require complete application, Grants recipients require contract

Must provide insurance certificate, obtain all permits, provide event plan

Only one application per event, organizations receiving funds from other departments are not allowed

Sponsorship or Partnership



Application available online
<https://www.sanmarcostx.gov/>



Complete the application and submit by the
deadline or no later than 180 days prior to
event



Review Event Checklist and complete all
requirements



Submit your application to designated City
office prior to deadline

Evaluation Criteria

	Evaluation Criteria	Scoring Rubric	Points
•	Ability to provide sufficient planning or past success of an event	Based on event plan	15
•	Provide family activities for children and adults	Based on event details	15
•	Cultural and educational impact on the community	Based on questionnaire	10
•	Ability of the event to promote pride and a positive image of the community	Based on questionnaire	10
•	Economic impact on the community, and/or attracts visitors	Based on questionnaire	10
•	Celebrates our community's unique diversity, history and heritage	Based on questionnaire	10
•	Number of years the organization has received funding/support	First-time applicant 5 pts, 1-2 years 2 pts, 3+ yrs 0 pts	5
•	How established the event has become	First-time applicant 5 pts, 1-2 years 2 pts, 3+ yrs 0 pts	5
•	Free vs. admission-based event	Free event 5 pts Admission 2 pts	5
•	Accessibility to all members of the community	Based on event plan	5
•	Environmentally sustainable	Based on event plan	5
•	Clear and concise application		5
			100

Timeline & Next Steps

June

1. Consensus to move forward with policy
2. Adopt policy at June 18th Council meeting

**July -
September**

3. Complete changes to application and documents
4. Communicate changes to stakeholders

**October
2019**

5. New policy is effective for the FY2020 budget year
6. New applications and processes go into effect

Wrap Up

Questions



Consensus





Thank You



Bert Lumbreras

City Manager



Stephanie Reyes

Chief of Staff



Heather Hurlbert

Director of Finance



Melissa Neel

Assistance Director of Finance



City Support of Public Events Policy



City of San Marcos

Melissa Neel

Assistant Director of Finance

INTRODUCTION

The City of San Marcos often receives requests for support of events from various outside organizations and agencies. This Policy shall apply to requests the City receives for in-kind donations and monetary grants and provides a procedure to evaluate such requests. This Policy is to provide support to deserving events, which provide a public purpose in the following ways:

- Providing cultural and educational enrichment
- Celebrating our unique diversity, history and heritage
- Enhancing pride and a sense of community
- Promoting a positive image of the City of San Marcos
- Endorsing economic vitality

DEFINITIONS

In-kind Donation – City's staff regular hours, services, or resources in return for certain benefits to the city including acknowledgment, recognition, and/or promotional consideration. In-kind contributions from the City do not include the provision of cash funds to, or on behalf of, the applicant.

Grants – Monetary contribution from the City to support Events with significant community benefit. Financial support is limited to the funds approved in the City's annual budget.

City Sponsorship – Consists solely of financial support (Grants) limited to funds approved in the City's annual budget. Applies to Events that are created, planned, and implemented by non-City agencies.

City Partnership – May consist of City staff hours, resources, services, and/or financial support (Grants) limited to the funds approved in the City's annual budget. Event organizers must reimburse the City of San Marcos for 100% of costs in excess of the support level authorized.

Special Event - A unique, one-time, or first-time event within the City of San Marcos that will significantly impact the surrounding community, requires additional planning, preparedness and mitigation efforts of the local emergency

response and public safety agencies, and open to all members of the public. Primary considerations that define a Special Event include potential for large crowds, demand for public safety services, and may include for-profit corporate ownership.

Community Event - A recurring or first-time event within the City of San Marcos that provides significant benefit to the community, and is open to all members of the public.

GUIDELINES

SPECIAL EVENTS

- All Special Event organizers are required to submit a proposal for City Sponsorship/Partnership to the City Manager's office for consideration no later than 180 days prior to the event
- All Special Events are considered on a case-by-case basis at the sole discretion of the City Manager up to \$50,000, over \$50,000 to City Council
- Applicants are required to obtain a Special Event agreement authorized by the City of San Marcos

COMMUNITY EVENTS

- Applicants must be non-profit 501 (c)(3) organizations
- The City seeks to provide short-term assistance to non-profit organizations
- Applications must be submitted to designated city office no later than 180 days prior to the events
- Organization may only submit one application for an event, multiple submissions will not be considered
- Events with multiple co-organizations will only be allowed to submit one application
- Applicants are responsible for obtaining all permits and licenses for the event
- Applicants shall be responsible for the cost of all services required in coordinating and putting on the event unless the event is authorized being a Sponsor or Partner with the City
- Applicants must furnish the City a fully paid certificate of Insurance procured from a company licensed to conduct business in Texas no later than 30 days prior to the event

- Each applicant must provide an event plan (i.e. emergency management plan, event traffic and parking plan, marketing etc.)
- Applicants are eligible for support up to 30% of the event costs
- Each application for In-Kind Donations must include the estimated value of the services being requested provided by the City department upon request
- Each recipient of support from the City will require a contract with the right to audit financial statements

INELIGIBLE ORGANIZATIONS/EVENTS

- For-profit events (applies to Community Events only)
- For-profit/non-profit partnerships where the benefits are to the non-profit cannot be demonstrated
- School or university events
- Any organization receiving City funds from other departments

APPLICATION PROCESS

- Applications are available online at <https://www.sanmarcostx.gov/>. Complete the application and submit by the deadline.
- Review the Event Checklist, all requirements must be met or applications will be considered incomplete.
- Submit all required documents with the completed application before the deadline. Late applications will not be accepted.

EVALUATION CRITERIA

Applications for support of Community Events are reviewed by City staff, which ranks applications based upon the following criteria:

Evaluation Criteria	Scoring Rubric	Points
Ability to provide sufficient planning or past success of an event	Based on event plan	15
Provide family activities for children and adults	Based on event details	15
Cultural and educational impact on the community	Based on questionnaire	10
Ability of the event to promote pride and a positive image of the community	Based on questionnaire	10
Economic impact on the community, and/or attracts visitors	Based on questionnaire	10
Celebrates our community's unique diversity, history and heritage	Based on questionnaire	10
Number of years the organization has received funding/support	First-time applicant 5 pts, 1-2 years 2 pts, 3+ yrs 0 pts	5
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Accessibility to all members of the community	Based on event plan	5
Environmentally sustainable	Based on event plan	5
Clear and concise application		5
		100

REPORTING REQUIREMENTS & FUND RETENTION

Organizations will receive 90% of the financial support. All applications receiving support for events from the City will be required to submit a final report on the event within 90 days following their events. That report shall include documented use of awarded funds (if applicable), event attendance and highlights, etc. Failure to submit the report, in its entirety, within the specified time line will forfeit 10% of the current year funding.

DRAFT



Legislation Text

File #: ID#19-291, **Version:** 1

AGENDA CAPTION:

Executive Session in accordance with the following Government Code Sections:

- A. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberate regarding Martindale ETJ matters and Project Big Hat
- B. Section § 551.087 - Economic Development: to receive a staff briefing and deliberate regarding Project Big Hat

Meeting date: 6/4/2019

Department: City Clerk's Office on behalf of the City Council

Amount & Source of Funding

Funds Required: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Funds Available: Click or tap here to enter text.

Account Name: Click or tap here to enter text.

Fiscal Note:

Prior Council Action: Click or tap here to enter text.

City Council Goal: [Please select goal from dropdown menu below]

Choose an item.

Choose an item.

Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

- ☐ Economic Development - Choose an item.
- ☐ Environment & Resource Protection - Choose an item.
- ☐ Land Use - Choose an item.
- ☐ Neighborhoods & Housing - Choose an item.
- ☐ Parks, Public Spaces & Facilities - Choose an item.
- ☐ Transportation - Choose an item.
- ☐ Not Applicable

Master Plan: *[Please select the corresponding Master Plan from the dropdown menu below (if applicable)]*

Choose an item.

Background Information:

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Council Committee, Board/Commission Action:

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Alternatives:

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Recommendation:

Click or tap here to enter text.